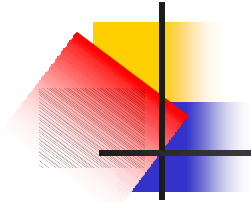# WHAT I WILL COVER TODAY

- The importance of customer data
  - Collecting / protecting data
  - "Relationship Equity"

- How does data sharing benefit the customer?

- Benefits

- Where do we go in the future?

THE IMPORTANCE OF CUSTOMER DATA:

- "Relationship Equity" – What is it?

- Customer Data

  - ➢ Internal systems support, rules, processes to manage / control customer data

  - ➢ Systems / applications to store and "mobilize" the data

HOW DOES DATA SHARING BENEFIT THE CUSTOMER

Retail division to retail division   Credit division to retail division

Example #1: Developing a loyalty program based on customer behavior attributes and not just sales level

- What do they buy?

- Do they use the card?

- Do they revolve?

- Do they take advantage of deferred payment?

- Frequency of visits

- Full vs. sale price

- Use of promotions

- Brands purchased

- Lifestyle data

- Number of relationships they have with you

- Demographic Data

- FOBs purchased

HOW DOES DATA SHARING BENEFIT THE CUSTOMER (continued)

Implications:

- All customers look alike when viewed through a specific level of spend

- Unique set of behaviors drive individual customer level satisfaction and profitability

- Allows companies to deliver more relevant/compelling offers to customers and enables companies to build stronger customer relationships
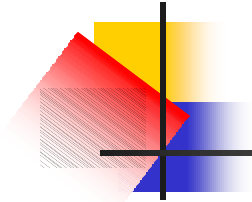
HOW DOES DATA SHARING BENEFIT THE CUSTOMER (continued)

Example #2: Better management of the customer life cycle

- The more data you have and can access the better you can manage and respond to the customer's life cycle and their satisfaction and profitability to you

BENEFITS:

The Value of Sharing of Data: To the Customer and the Company

Benefits to the customer:
- Better products and services that more fully address their individual needs
- Greater value at a lower cost
- Customer protection (Fraud)

Benefits to the company:
- Enhanced profitability
- More entrenched customer relationships
- Ability to develop goods/services in a more accelerated fashion

WHERE DO WE GO IN THE FUTURE:

- More sophisticated techniques to collect data

- Real time access / mobilization of data

- More sophisticated safeguarding / control of data

- Clearer communication with your customer / prospective
    customer on how data will be used

- Greater appreciation for the concept of "Relationship Equity"